

Statistics

Population (2003)

New Mexico:	1,205,729	metro	(0.5% of total U.S. metro)
	<u>668,885</u>	non-metro	(1.4% of total U.S. non-metro)
	1,874,614	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

New Mexico:	147,324 jobs	(15.9% of total New Mexico employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

New Mexico:	15,170	(0.7% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

New Mexico:	2,954
	acres
United States:	441
	acres

Market Value of Agricultural Products Sold (2002)

New Mexico:	\$1.7 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #34

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Dairy products	743,869	3.6
Cattle and calves	593,336	1.6
Hay	185,841	4.0
Greenhouse/nursery	61,350	0.4
Onions	55,000	7.2

Value of Agricultural Products Sold Directly to Consumers (2002)

New Mexico: \$6.6 million
United States: \$812.2 million

Farmers Markets (2004)

New Mexico: 42
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

New Mexico: \$1.6 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

New Mexico: 42,113 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in New Mexico: 1
Total: 96

Marketing Products and Services

Specific to New Mexico

AMS Architect Assists With Chili Processing Plant Design

In March 2006, An AMS staff architect helped design a chili processing plant and commercial kitchen in Chimayo. The Santa Fe Institute for Native Hispanic Cultures—a non-profit

organization devoted to the preservation of local Hispanic cultures—along with State and local governments, is sponsoring this project to raise and process the 400-year-old native Chimayo chili variety.

Conference Helps Small-Scale, Alternative and Minority Producers Market Their Goods

AMS presented an informational exhibit at the 3rd annual Southwest Marketing Network Conference in Albuquerque in March 2005. Information included selling farm products to schools, community supported agriculture and community-based farmers markets, market development for specialty crops and livestock products, and the effectiveness of “buy local” campaigns.

NAAMO Conference Spotlights New Mexico

AMS helped organize and participated in the North American Agricultural Market Officials (NAAMO) New Mexico 2004 Conference in July in Las Cruces. The conference showcased New Mexico agriculture and the marketing of specialty crops, as well as border activities and trade with Mexico.

Santa Fe Farmers Market

AMS provided technical assistance to the City of Santa Fe to support the development of a permanent farmers market facility. A draft master plan and design guidelines were presented to the Santa Fe, NM City Council in 2002.

Small Farm Conference in Albuquerque

The Third National Small Farm Conference was held in Albuquerque in September 2002. This conference provides a forum to discuss keeping American small farms economically viable, forming partnerships, and making the most of existing resources. It helps coordinate activities to help America's small farms, ranches, and rural communities survive and thrive in the 21st Century. AMS presented information at marketing workshops and managed an exhibit displaying AMS publications that help small farmers enter today's global marketplace. AMS was a primary sponsor of the conference.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$53,500 was awarded to the New Mexico Department of Agriculture, in cooperation with New Mexico State University, the New Mexico Chile Commission and industry partners, to investigate and implement new handling methods and packaging for fresh green chile, and educate consumers about the qualities and uses of fresh green chiles to expand marketing opportunities for this regional specialty product.

Regional Interest

New Mexico Participates in Food Policy Conference

New Mexico was a participant in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September, 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. Participants are from Arizona, Illinois, Iowa, Kansas, Minnesota, North Carolina, Oklahoma, Oregon, Utah, and Washington, as well as New

Mexico.

Southwest Marketing Network Conference

AMS presented information about the agency's marketing services and resources during a panel discussion on Federal assistance programs and managed an informational exhibit at the 2nd annual Southwest Marketing Network conference, held in Flagstaff in March 2004. Entitled "Expanding Markets for Southwest Small-Scale, Alternative and Minority Producers," the conference was designed to help agricultural producers and ranchers in Arizona, Colorado, New Mexico, and Utah develop effective marketing opportunities for their farm products through information exchange and peer support. The primary themes of the 2004 conference included several topics that corresponded to AMS marketing programs, including:

- Direct sales to schools, restaurants, and institutions
- Niche marketing for meat and wool products
- Farmers markets and CSA development (including the development of State direct marketing and farmers market associations)

Direct Marketing Publication in Spanish

In response to the growing demand among producers and agricultural extension staff for direct marketing information in Spanish, AMS has published *Las Ventas Directas Hoy en Día: Retos y Oportunidades*, a Spanish-language version of its popular publication, *Direct Marketing Today: Challenges and Opportunities*, originally published in 2001.

Workshop with Navajo Nation

AMS held a workshop on small farm marketing issues in cooperation with the Navajo Nation's Department of Agriculture in Window Rock, AZ, September 2002. Discussion topics included niche marketing opportunities in the Navajo community, value-added farm products, developing marketing business plans, and cooperative marketing strategies. Much of the information presented in the workshop was gathered during a collaborative research project carried out jointly by AMS and the Navajo Nation in 2001 and 2002 that assessed the preferences and needs of customers and food vendors in the Navajo community. The project also was designed to help Navajo farmers develop more successful direct marketing channels for traditional or locally grown foods.

AMS Publishes Report on Mexican Produce Distribution Practices

AMS published *Mexico's Changing Marketing System for Fresh Produce: Emerging Markets, Practices, Trends, and Issues* (PDF) in 2002. The report, which was prepared in collaboration with USDA's Economic Research Service and Texas A&M University, focuses on how trade liberalization is transforming the structure of the traditional fresh fruit and vegetable marketing system in Mexico. The rapid growth of national and international supermarket chain stores in recent years has prompted changes in the traditional supply chain. Recent entrants to the Mexican supermarket industry have begun to introduce new forms of supply chain management and procurement practices developed in their home market and other foreign markets, threatening the traditionally dominant role of the urban wholesale market in Mexican retailing. The report describes the changes that have taken place in Mexico's fresh produce distribution system in recent years, the challenges that continue to undermine efficient distribution of fresh fruits and vegetables, and the implications of these changes and challenges for U.S. fresh produce growers and shippers. The publication is also available in a print edition upon request from AMS.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School

Meals was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms, published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.